

Focus Group Outline

My name is [Researcher Name], and I am working on my Master's degree in Computer Science and Engineering.

Thank you for coming in today! We will spend the next hour talking about your experiences with using Code Girl. I understand that you all have just spent the past hour dressing up Grace and playing challenges, and we would like to hear what you think of the game.

If you do not mind, I would like to make an audio recording of our focus group. This will allow me to go back a later time and review your comments so I do not miss anything.

Your honesty is greatly appreciated, and if you do not have an opinion or answer to any of the questions posed, please feel free to say so.

Also know that you are free to leave the group at any time. Please also stop me if you have any questions.

Now, please introduce yourselves, telling us your name and what your favorite game is.

Research Questions

1. What did you like most about Code Girl? What did you like least about Code Girl? [*Objective: Assess if users in general like our product and identify specifically what they do or not like about it*]
2. What problems or challenges did you run in to? [*Objective: Identify issues preventing users from enjoying or benefiting from the application*]
3. What would you add to Code Girl? What would you remove from Code Girl? [*Objective: Learn how we can better meet users wants or needs*]
4. Did you learn anything playing the game? If so, what did you learn? [*Objective: Assess if we are meeting our goal of educating and inspiring users*]
5. Any other comments?